The Future of Packaging: The Carton Recycling Story

Arkansas Recycling Coalition
Derric Brown
Evergreen Packaging and Carton Council
Who is Evergreen Packaging

We’re A Global Company
We Have Strategically Positioned Manufacturing Facilities

North America:
- Memphis, Tennessee
- Cedar Rapids, Iowa
- Canton, North Carolina
- Pine Bluff, Arkansas
- Athens, Georgia
- Plant City, Florida
- Raleigh, North Carolina
- Waynesville, North Carolina
- Tarblack, California
- Olmsted Falls, Ohio
- Kalamazoo, Michigan
- Antiguo Cuscatlan, La Libertad El Salvador

Middle East & North Africa:
- Morocco
- Israel
- Saudi Arabia

Asia:
- Gangnam-gu, Seoul, South Korea
- Kyunggi-Do, South Korea
- Puy Dong, Shanghai, China
- Taipei, Taiwan
- Hsin Chu Hsien, Taiwan
Diversified Portfolio of Paper Products

Evergreen’s key products include proprietary fresh carton sleeves in a broad range of sizes, specially designed re-closable spouts, multi-speed packaging machines and multi-layer packaging board with complex barrier properties.
Evergreen Packaging maintains leading positions in each of its major product categories, deriving over 70% of its net sales from product segments where it is the #1 or #2 supplier.

<table>
<thead>
<tr>
<th>Product Segment</th>
<th>North America</th>
<th>Global</th>
<th>Asia</th>
<th>Latin America</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gable Top Bleached Board</td>
<td>#1</td>
<td>#1</td>
<td>#2</td>
<td>#1</td>
</tr>
<tr>
<td>Majority Manufactured</td>
<td>in Arkansas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gable Top Cartons</td>
<td>#1</td>
<td>#1</td>
<td>#3*1</td>
<td>#3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td>#3</td>
</tr>
<tr>
<td>*1 #1 China &amp; #1 Korea</td>
<td></td>
<td></td>
<td></td>
<td>#2 Taiwan</td>
</tr>
</tbody>
</table>

- **Position in Key Product Segments ($ in millions)**

- **Evergreen Equipment**
  - #1 in North America
  - #1 in Global
  - #3 in Asia
  - #1 in Latin America
Who is the Carton Council?

• Composed of four leading carton manufacturers, Elopak, SIG Combibloc, Evergreen Packaging and Tetra Pak, the Carton Council formed in 2009 to deliver long-term collaborative solutions to divert valuable cartons from the landfill.

• Through a united effort, the Carton Council is committed to expanding carton recycling nationwide.
What Constitutes a Food and Beverage Carton?

Made mainly from paper, a renewable resource, light weight and compact, cartons have a low carbon footprint and are recyclable.
What is NOT a Food and Beverage Carton?

- Frozen Food Boxes
- Egg Cartons
- Takeout Containers
- Ice Cream Containers
Multi-layer Design Provides Protection Against Light, Air and Harmful Bacteria

Refrigerated “gable top”

- Polyethylene
- Paperboard
- Polyethylene

No wax or “waxy coating”

Shelf stable “aseptic”

- Outer Polyethylene Coating (Liquid Barrier)
- Paperboard (Stability)
- Middle Polyethylene Coating
- Aluminum (Light, Odor & Oxygen Protection)
- Inner Polyethylene Coating (Liquid Barrier)
Five Things We Want You to Know

1. Cartons are recyclable and should not end up in landfills
2. There is value (economic and environmental) in carton recycling, especially when sorted into Grade #52
3. New technology is making carton recycling more efficient
4. End markets exist and are growing
5. The Carton Council has resources to help
The Carton Recycling Process
Carton Recycling Process - Video
Cartons Are Recycled Into Paper Products and Green Building Materials
The Carton Council Goals & Strategy
**Carton Council Strategy**

**OUR ULTIMATE GOAL:** Increase the carton recycling rate and decrease the amount of cartons going to landfills or becoming litter

**OUR OBJECTIVES:**
- **Expand Access**
- **Increase Participation**

**STRATEGIES FOR ACHIEVING:**
- Provide counsel and resources to MRFs to encourage sorting of Grade #52 cartons
- Engage with recycling facilities/officials
- Support implementation of school recycling programs
- Partner with stakeholders/advocates
- Foster the development of solid end markets
- Educate consumers
- Encourage company/brand involvement
- Participate in legislative discussions
Bringing Strategy to Life Requires Collaboration

- End Markets
- SROS & NGOs
- Public Officials
- MRFS
- Recycling Coordinators
- Companies & Brands
The State of Carton Recycling
When we started in 2009

1 Carton Recycler in North America

24 States had carton recycling access

18% of the U.S. had access, representing 20 million households.

Curbside carton recycling rate: 6%
MRFs: Getting the Most Out of Carton Recycling
Highest Value Obtained for MRFs When Sorted and Baled into Grade #52
End Markets for Grade #52 Cartons

- Great Lakes Tissue
- Sustana at Fox River Fiber
- Continuus Materials Holdings, LLC.
- Ecomelida (ANNOUNCED)
- Kimberly-Clark de México (Bajio & Ecatepec)
- Thailand
- India
- South Korea
- Malaysia
- Japan
Sortation Methods for Grade #52 Cartons

Optical Sorter

Manual Sorting
New Technology to Help Sort Cartons Into Grade #52
The AMP Robot in Action
If Unable to Separate into Grade #52, Cartons Can Go into Mixed Paper

Recent pricing shows Grade #52 cartons are generally valued more per ton than Mixed Paper, depending on location.
Recycling Coordinators/Solid Waste Officials: Getting the Most Out of Carton Recycling
What’s in it For You

- Residents are overwhelmingly (94%) supportive of recycling
- Removing materials from your program creates confusion and requires significant effort to reeducate consumers
- Recycling cartons reinforces that you are serious about your program and dedicated to keeping materials out of landfills

*According to 2017 national survey of more than 6,900 adults conducted by Research+Data Insights in 2017
How Communities Can Increase Resident Participation

• When cartons are added to a city, priority should be to inform residents
  ○ Promoting one recyclable material can help increase the recycling of all materials

• Cartons should be added to list of accepted recyclables on websites and other materials
  ○ *City websites are an important place residents go to look for recyclability information*

• Word of mouth, advertising, and local news also useful to educate about recyclability
Our Community Toolkit Contains All You Need and More!

The toolkit has everything to inform your residents, including:

- Website and email copy
- Social media posts and images
- Carton Myths vs. Facts
- Press release
- FAQs
- Bill stuffer
- Recycling guides
- Videos

Cartonopportunities.org/CommunitiesFacilities
Best Practices for Adding Cartons to Your Materials

- List food and beverage cartons as a separate category (just like you would plastic, paper, glass, etc.)
- Provide a detailed list of what a carton can contain (including milk, juice, soup, broth, wine, etc.)
- Include various carton images

**ANYTOWN U.S.A.**

**Acceptable Materials for Recycling**

Anytown accepts the following materials for recycling.

No sorting required!

- Paper
- Plastic
- Aluminum
  - Cartons – Food and beverage cartons such as:
    - Milk cartons (dairy, soy and almond)
    - Juice
    - Soup
    - Broth
    - Wine
School Recycling
Schools Generate Cartons

The average elementary school of 545 students consumes about 75,000 cartons per year. Over four billion cartons are consumed in schools each year.

One elementary student consumes 133 servings of milk or juice each year.

The average elementary school of 545 students consumes about 75,000 cartons per year.
Adding School Recycling to the Equation

- Schools generate lots of solid waste daily
- Increasing waste costs are a burden to schools

To the left:

- Recycling teaches students valuable lessons; promotes lifelong recycling
- MRFs need school cartons to help move full truck loads of cartons to end markets

Equation:

= recycle icon
Best Practices

• Encourage each school to have a “champion”
• Engage students in the process
• Incorporate recycling into classroom lessons
• Prepare students to recycle at home
• Store the used cartons and keep them dry (this is especially important for rural schools with less frequent waste and recycling pickup).
Kids Can Make the Best Spokespeople

• Many schools have had success planning official announcements to launch their carton recycling programs
• It gets students excited to learn and engages them immediately
• The sky’s the limit!
Stay in touch...

Email us:
info@recyclecartons.com

Visit RecycleCartons.com
CartonOpportunities.org